Hands On®
The Newsletter of the American Massage Therapy Association
July/August 2002

Lawsuit Moves Forward

We would like you to know the current status of our lawsuit against Maxwell Petersen Associates, Inc. (aka MPAmedia, Inc., corporate owner of *Massage Today*). For several months, AMTA attempted to negotiate with Petersen on an agreed settlement in the case. It appeared that one was forthcoming, but in April, his attorney unexpectedly advised us that Mr. Petersen no longer wished to settle the case with AMTA.

MPAmedia has filed a Motion for Summary Judgment requesting that the judge decide the case based on the legal arguments its lawyers have submitted. On May 29, AMTA filed a brief opposing their motion, and also filed a Motion for Summary Judgment asking the judge to decide the case in favor of AMTA. If the judge denies both motions, the case will be set for trial.

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Illinois Progresses Toward Legislation

In a 113-4 vote, the Illinois House concurred with the Illinois Senate and passed the Illinois Massage Licensing Act, H.B. 2271. The vote came on May 29, just two days shy of the end of the legislative session. As we went to press, the bill was being sent to Illinois Gov. George Ryan for his signature. Gov. Ryan then has 60 days to sign the bill.

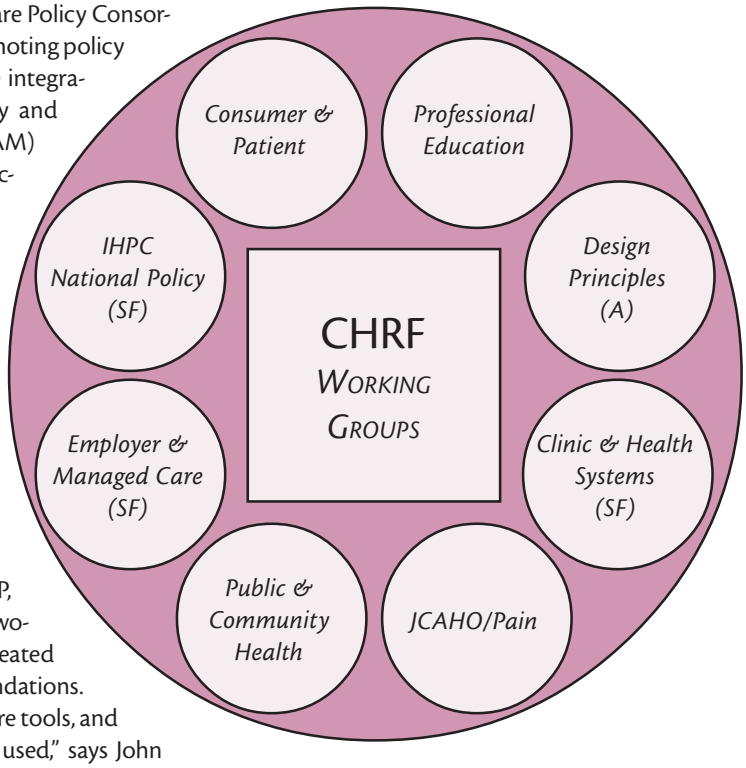
After conversations with the governor's staff, it seems favorable that Ryan will sign it, states Maureen Mulhall, AMTA-Illinois Chapter lobbyist. "His staff has told me that there's no reason for him not to sign the bill," she says.

Hands On will keep you informed in the next issue should Illinois become the 31st state to regulate massage therapy, which would become effective January 1, 2003.

New Group Fuels CAM Policy

The recent conclusion of the National Policy Dialogue to Advance Integrated Healthcare and the White House Commission on Complementary and Alternative Medicine Policy (WHCCAMP) has spurred the creation of a new group to carry out their proposals. The Integrated Healthcare Policy Consortium (IHPC) will be promoting policy changes to enhance the integration of complementary and alternative medicine (CAM) into the health-care spectrum.

IHPC, shown on the chart at right, is a national working group under the Collaboration for Healthcare Renewal Foundation (CHRF).



The policy dialogue, which met for four days last fall, produced 18 recommendations. WHCCAMP, which completed its two-year term this March, created more than 80 recommendations.

"These two reports are tools, and these tools need to be used," says John Weeks, CHRF co-founder.

Candace Campbell, IHPC's volunteer chair and executive director of the American Association for Health Freedom, agrees that an ongoing policy vehicle needed to be created. "We had all these great ideas," she says. "How were we going to carry them forward?"

Following the policy dialogue, its steering committee was invited to participate as a policy working group associated with the CHRF. The benefit to being part of the CHRF is "the continuous cross-linking with the other key stakeholders in the integration process," states Weeks.

AMTA was one of the 10 organizations that helped provide start-up money for the IHPC, with other donors representing acupuncture, naturopathic medicine, integrative medicine and holistic medical practices.

At the April Integrative Medicine Industry Leadership Summit, at which many of the policy dialogue leaders participated, the WCCAMP recommendations were compared to those of the policy dialogue. The conclusion: Both groups' suggestions tended to be more similar than dissimilar.

IHPC leaders agreed that it made sense politically to dovetail their work with the WCCAMP recommendations whenever possible.

In the near future, Campbell says the IHPC will begin with achievable recommendations to benefit the broadest range of stakeholders. "The hardest part will be to prioritize all the great ideas," she says. "However, it's up to the stakeholders to make something happen."

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Hands On
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July/August 2002

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Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation or physical handicap.

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President's Letter

Help AMTA Advocate Massage

AMTA's National Massage Therapy Awareness Week™ (NMTAW) is coming on October 20-26. I hope that all of you will be thinking about ways you can participate—be they large or small. This is a great opportunity to communicate to the public all the wonderful benefits of massage!

I have had the pleasure of participating in NMTAW for many years. Taking my experiences, and those of others I know who have taken part in one way or another, I would like to share with you some of the many activities you can do to help promote our profession.

One activity you could do would be volunteering to provide massage to the elderly. In the past, some of my friends have made arrangements to go into nursing homes and massage the feet and hands of patients.

Setting up a booth in a shopping mall has always been a very popular idea during this time period. It's a great way to get quite a bit of exposure. You could use the selling point that massage relieves the stress of the many hours of shopping and walking. (And, by the way, this year's theme just happens to be "Massage Relieves Stress!")

Last year, I went to the middle school where my daughter teaches, and massaged the teachers on their breaks. Several of the teachers became my regular clients simply because of the benefits of massage they received that day.

Some other ideas are setting up speaking engagements to educate the public about therapeutic massage, offering a free back massage one day at your office and calling your AMTA Chapter to find out how you can support its NMTAW events.

In the past, for NMTAW, I have always offered a free massage during that week to someone less fortunate than I. Believe me, this is the most rewarding activity you could do. Imagine how many people we could affect if all of us gave one person a free massage during this week.

More information will be coming, but in the meantime, downloadable color and black-and-white versions of this year's logo, tips and an events planning guide are already available online at: www.amtamassage.org/members/NMTAW/nmtaw.htm. Let's make this the best National Massage Therapy Awareness Week ever!

Carolyn C. Talley

Carolyn C. Talley
AMTA President

Lawsuit

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We expect to know the direction of the lawsuit after the judge rules on the motions, hopefully by the end of this summer.

Regardless of the final outcome, your board of directors feels this lawsuit was the right thing to do. AMTA is committed to protecting members who choose to limit how their contact information is released. MPAmedia freely admits taking member contact information from the *1999 AMTA Membership Registry*, without members' permission. It used AMTA members for its corporation's gain—selling AMTA member information to other businesses, and increasing *Massage Today*'s circulation with AMTA member addresses to command higher advertising rates, thus further increasing its profits.

MPAmedia claims that AMTA doesn't have the right to protect member information from use by others. Yet, a notice on *Massage Today*'s Web site massage locator says names and contact information cannot be used for commercial purposes, that it owns the list of massage therapists on its service, and that it requires a rental fee of $5 per name for each name and address that any commercial enterprise might take from its site. MPAmedia directly claims the opposite of what it has said in the response to our lawsuit.

Our goal was—and is—to protect the privacy and property of AMTA and its members. We appreciate your continued support, and will continue to keep you apprised of new developments in our case.

Carolyn C. Talley
AMTA President

Elizabeth M. Lucas
AMTA Executive Director

New Group

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AMTA representatives were instrumental at both the policy dialogue and the leadership summit. AMTA President Carolyn Talley (SC), AMTA Foundation President John Balletto (RI) and Commission on Massage Therapy Accreditation Executive Director Carole Ostendorf, Ph.D., participated in the policy dialogue. AMTA Vice President Robyn W. Wilson (FL) and AMTA Executive Director Elizabeth Lucas were present at the summit, as was Balletto.

AMTA will continue to monitor health-care policy to report to members what is happening, and what role the association will play.

AMTA Ends Fiscal Year With Surplus

The American Massage Therapy Association's preliminary unaudited results for the fiscal year ending February 28, 2002 were $10,047,296 in net revenue and $9,618,313 in net expenses, which resulted in a surplus of $428,983 for the year.

"We are very pleased with these figures, because it proves that the organization's conservative fiscal policies were effective despite the weak economy," says Brenda L. Griffith (VA), AMTA president-elect and Finance Committee chair. "I think both the AMTA Board of Directors and the staff deserve credit for keeping our programs at or under budget."

Same Brochure, New Language

AMTA's best-selling *Power of Touch*® brochure on massage therapy is now available in Spanish. This new marketing tool will help you reach out to the Spanish-speaking population in your area to help market your practice. Brochures can be mailed, handed out, posted on a bulletin board or given away at events to target this market.

Order the Spanish-language brochure today through the AMTA Web site at www.amtamassage.org/members/Catalog/power.html, by Fax at 847-864-1178 or by mail to the National Office: 820 Davis St., Suite 100, Evanston, IL 60201-4444.

The member prices are, for a pack of 25, $6.95 each (one to five packs), $6.35 each (six to 10 packs) and $5.85 each (11 or more packs), plus shipping and handling.

Tips For Claims Handling

In the event of an incident that may result in a liability claim, AMTA members must be prepared to provide the following information with their claim notice:

- Name, address and telephone number;
- A copy of the Certificate of Insurance form;
- The date or period of duration of the professional service in question;
- A brief description of the problem;
- Copies of any letters of demand, and any legal papers; and
- The Client Intake form.

This information should be forwarded to AMTA's liability insurance administrator at: Chicago Insurance Co., Professional Liability Claims, Marsh Affinity Group Services, a Service of Seabury & Smith, 1440 N. Northwest Highway, Park Ridge, IL 60068-1400; 800-503-9228.

Any of the following actions may void your insurance coverage. Do not discuss the claim with the opposing party. Do not admit liability or pay any portion of alleged damages. Do not attempt to handle the matter yourself.

Refer to the Claims Handling Procedures form, which can be found in your New Member or Renewal packets, for additional information.

Legislative Report

Several Legislative Bills To Regulate Massage Therapy Dropped

At the time of printing, the following bills to establish the regulation of massage therapy have been declared dead by their respective legislative bodies: Indiana S.B. 274 and Idaho S.B. 1418. Two Arizona bills, H.B. 2111 and its companion, S.B. 1044, have had little or no movement since their legislative introduction earlier this year.

Reach Out To AMTA's Government Relations Committee For Support

If your AMTA Chapter is considering the pursuit of massage therapy regulation at the state or local level, AMTA's Government Relations Committee (GRC) is available for assistance. Committee members have more than 60 years of experience, collectively, in the political arena, and can guide chapters through the tools and resources available from AMTA.

During the AMTA National Convention in Portland, Oregon, this October, the GRC will conduct a 90-minute presentation on topics such as the reasons for state regulation, coalition building and use of AMTA's legislative consultants, MultiState Associates, Inc.

See the list below for the committee member assigned as the liaison to your state:

- MK Knollmeyer (NC), GRC Chair: District of Columbia, Kentucky, Maryland, North Carolina, South Carolina, Virginia and West Virginia;
- Judy Daigle (NH): Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey and Vermont;
- Dennis LaMaster (WA): Alaska, Colorado, Idaho, Montana, Oregon, Utah, Washington and Wyoming;
- Beverly May (CA): California, Hawaii, New Mexico and Nevada;
- Tom Oakley (FL): Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, Tennessee and the U.S. Virgin Islands;
- John Fred Spack (OH): Arizona, Illinois, Indiana, Kansas, New York, Oklahoma, Pennsylvania and Texas;
- Dolly Wallace (MI): Iowa, Michigan, Minnesota, Missouri, Nebraska, North Dakota, South Dakota and Wisconsin.

TAKE ACTION!

Contact the AMTA National Office at 847-864-0123, ext.132, for Government Relations Committee members' contact information.

fingerprints

Boston Marathon Runners Not Strangers To Massage

With more than 17,000 runners lined up for this year's 106th Boston Marathon, the Greater Lowell (Massachusetts) Road Runners (GLRR) Club thought it had a bit of an edge. GLRR annually schedules massage sessions before and after the 26.2-mile event, and for the second year, George J. Marcelonis (MA) provided this service.

Photo by Cathy O'Donnell

George Marcelonis works on runner Gerard Ottaviano before the Boston Marathon.

Marcelonis sets up his "office" in a bus parking lot (pre-race) and on the 14th floor of the Park Plaza Hotel in Boston (post-race), where he worked on the nonstop flow of GLRR runners who appreciated the 15 minutes of relief he provided to them.

"Some runners had to crawl into the shower, and some had quad casualties," says Marcelonis. "But after the runners got off the massage table and thanked me for getting them back on their feet, it made the constant work so worthwhile."

In roughly seven hours (2.5 hours pre-race, 4.5 hours post-race), Marcelonis gave massages to more than 35 runners.

Both AT&T Cable News (Lowell) and the *Lowell Sun* newspaper spotlighted Marcelonis' massage work on the GLRR Club runners.

Conference Participants Experience Aquatic Bodywork

Attendees at AMTA's New England Regional Conference, held in mid-March at the Holiday Inn in Boxborough, Massachusetts, familiarized themselves with Watsu®, an aquatic form of bodywork that was offered as an educational session.

Narration was provided by Cheryl Tardy (ME), AMTA-Maine Chapter president, while demonstrations were given by Watsu practitioner Claudette C. Laroche (NH), AMTA-New Hampshire Chapter first vice president.

Marie Dumaine (CT) enjoyed her experience with Watsu. "My body could move in directions that were all new; the freedom was incredible," she says. "My body felt so relaxed, energized and free."

After a demonstration, the 16 attendees were guided through a sample Watsu session in a pool, with each playing the role of the practitioner as well as the recipient.

Photo by George J. Marcelonis

Claudette Laroche demonstrates Watsu on Marie Dumaine at AMTA's New England Conference.

Elder-Care Facility Rehabilitation Run By Longtime Member

Providence Rest Care Center in Bronx, New York, recently started a "spa" program that includes massage, music and therapeutic exercise. Harold Packman (NY), a longtime massage therapist and AMTA member, was asked to help do the massage therapy sessions.

"This is a whole new thing for the patients, but they love it," says Packman, who maintains a part-time practice and is an adjunct teacher at the Helma Institute of Massage Therapy in Saddle Brook, New Jersey.

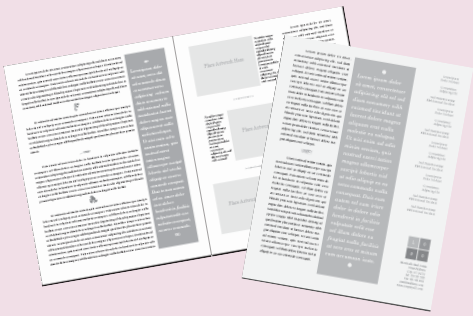
Over the years, Packman (pictured below) says he has seen much growth of massage in hospitals and health-care facilities.

quick tips!

Keep In Touch Through A Client Newsletter

Many massage therapists send their clients a regular newsletter. A well-prepared newsletter is effective because it brings your name to your clients' attention each time you send it. You can purchase preprinted newsletters from outside vendors that feature your practice's name and address. Or, if you prefer, you can write one yourself.

To attract and keep clients' attention, make sure that the newsletter includes items they will be interested in—not just what you think is interesting. Include short articles such as health tips, educational items about massage, places to get products or information of interest to readers, news about your practice, special offers, pictures and perhaps a joke or two. Your newsletter can be short and simple, so long as your clients read and enjoy it!



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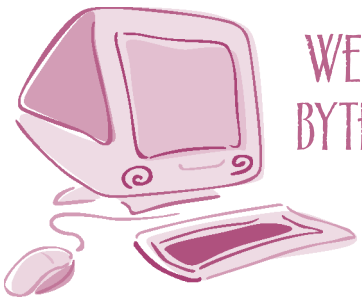
Locator Service Allows More Searches



WEB BYTES

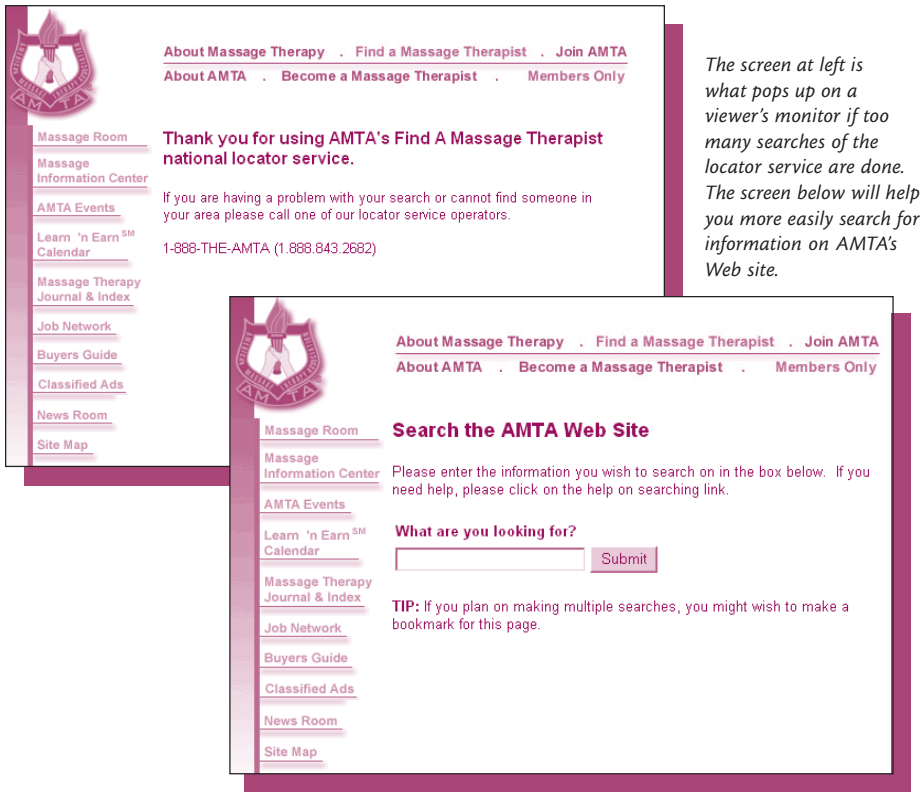
Based on consumer and member requests, AMTA has increased the number of searches on *AMTA's Find a Massage Therapist*® national locator service from two to a maximum of five. This will allow viewers to look at five profiles of AMTA Professional-classification members. After five searches, the limiter will not allow viewers to use the service for 24 hours. This limiter prevents commercial entities from gathering names and phone numbers, and selling them for personal gain.

The locator service is designed to help consumers locate an AMTA Professional-classification member in their area, or a place to where they are traveling. It also can be used to locate other AMTA members.

AMTA's locator service continues to offer more features than any other locator service in the massage therapy industry, such as the ability to search in seven different ways—using the U.S. and Canadian map, or using the search engine with selections for last name, city, state, zip code, area code and technique. Take advantage of the locator service today, at www.amtamassage.org/findamassage/locator.htm.

New Search Engine Proves User-Friendly For Viewers

The search engine on AMTA's Web site is now more effective and easier to use. Simply click on "Search" on the left-hand side of the home page [www.amtamassage.org], and type in a word or words that relate to the technique, topic or product you'd like to find. A list of possible matches will then appear on your screen. To refine your search, list only one word in the query box.



The screen at left is what pops up on a viewer's monitor if too many searches of the locator service are done. The screen below will help you more easily search for information on AMTA's Web site.

COMTA Sculpts Key Statements For Its Future

The three main principles below to shape the future of the Commission on Massage Therapy Accreditation (COMTA) were crafted during its April commissioners' meeting. The principles, which will serve as an undercurrent for all of COMTA's work to enhance massage education, were influenced by feedback from and dialogue with massage practitioners and schools.

VISION:

COMTA is the accreditation agency of choice for massage therapy and bodywork educational institutions and programs.

MISSION:

COMTA, a nonprofit independent body, seeks to improve the quality of education for students seeking education in the fields of massage therapy and bodywork through an accreditation process that reflects the current and emerging professional practice standards.

VALUES:

COMTA is an interactive organization dedicated to furthering the success of massage therapy and bodywork education. COMTA, as a learning organization, values its relationships and dynamic dialogue in continuing to identify and reflect the existing and emerging educational trends and professional practice requirements for massage therapy and bodywork education. COMTA acknowledges and supports the holistic and transformative nature of massage therapy and bodywork education.

In addition to this milestone, the commission accepted the following schools for accreditation:

- Downeast School of Massage; Waldoboro, Maine (renewal);
- The Massage Therapy Program; Pennsylvania, Delaware, New Jersey and Virginia locations;
- Stillpoint Massage Therapy Program, Greenfield Community College; Greenfield, Massachusetts;
- Somatic Massage Therapy Program, Roane State Community College; Oak Ridge, Tennessee;
- Chicago School of Massage Therapy, McHenry County College; Crystal Lake, Illinois;
- Institute for Therapeutic Massage; Newark, New Jersey.

Federation Agrees To Coauthor Article

For students in the fields of massage, bodywork and somatic practices to become aware of education standards, the Federation of Therapeutic Massage, Bodywork and Somatic Practice Organizations agreed to cowrite an article on the topic for submission to the *Council Communicator*, the AMTA Council of Schools (COS) newsletter. The group approved the article at its biannual meeting, held in Boulder, Colorado, on April 19-20.

The article, which may be considered for the November 2002 issue, is intended to provide schools and students with information about what each organization's standards are, since each is different, in order to be called a practitioner within that organization. It also will provide grounds for the development of ethical behavior for students. For example, it would not be ethical for a student, or any practitioner, for that matter, to say he or she is a Trager® practitioner if he or she has only taken one eight-hour course, and has not met the criteria set forth from that organization.

"It was very much a collaborative effort," says Brenda L. Griffith (VA), AMTA president-elect, who attended the meeting with AMTA Executive Director Elizabeth Lucas. "I'm looking forward to the article."

The federation, which was established in 1991, is a group of nonprofit membership organizations that meet to communicate and provide mutual support. Its members include the American Organization for Bodywork Therapies of Asia®, the American Polarity Therapy Association, the FELDENKRAIS GUILD® of North America, the International Somatic Movement Education & Therapy Association, the Rolf Institute®, the United States Trager® Association and the American Massage Therapy Association®.

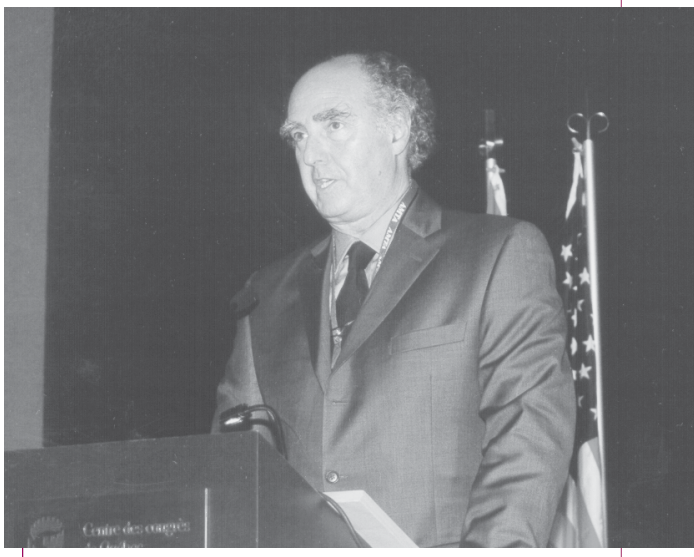
foundation bulletin

Chaitow Hosts Post-Convention Workshop To Benefit AMTA Foundation

On October 6-7, following the AMTA National Convention in Portland, Oregon, Leon Chaitow, D.O., N.D., will lead a post-convention workshop entitled "Soft Tissue Manipulation for the Enhancement of Thoracic and Breathing Function." Participants will learn about the causes and effects of breathing pattern disorders, as well as strategies and protocols to help restore more normal breathing. The hands-on bodywork methods stem from strategies of osteopathic self-tissue manipulation, as well as physical therapy rehabilitation and yoga.

Chaitow is a state-registered osteopath in the United Kingdom, who also has completed postgraduate work in acupuncture, cranial osteopathy and clinical nutrition. He has written more than 60 books, and is the editor of the *Journal of Bodywork and Movement Therapies*.

To orient themselves to the concepts, participants are encouraged to purchase a copy of *Multidisciplinary Approaches to Breathing Pattern Disorders* by Chaitow and Dinah Bradley (Churchill Livingstone, 2001, $31.95) beforehand.



Leon Chaitow, shown here delivering his keynote address at last year's convention, is leading this year's post-convention workshop.

Proceeds from the workshop go toward the AMTA Foundation, which is approved by the National Certification Board for Therapeutic Massage and Bodywork as a continuing education provider under Category A. Participants will receive 12 CEUs for attending.

GET INVOLVED!

Poster sessions and workshops about grant writing and using the AMTA Foundation Massage Therapy Research Database℠ will also be held at the Portland convention. If you are interested in any of these events, call 847-864-0123, ext. 143.

Corrections

The following two errors occurred in the May/June 2002 *Hands On* issue. The correct phone number for Marsh Affinity Group Services, a service of Seabury & Smith, for your optional AMTA disability insurance is 800-503-9230. The correct Web address in the Legislative Report is [www.amtamassage.org/members/legislative/home.htm]. We apologize for any inconvenience.

Calendar

July 12-14
AMTA National Learning Center
Columbus, Ohio
Contact: 847-864-0123, ext. 143

August 1-4
AMTA COS Teachers Conference
St. Paul, Minnesota
Contact: 847-864-0123, ext. 143

September 29-October 1
AMTA Board of Directors Meeting
Portland, Oregon

October 2-6
AMTA National Convention
Portland, Oregon
Contact: 847-864-0123, ext. 143
Exhibitor Contact: 847-864-0123, ext. 113

October 6-7
AMTA Post-Convention Workshop
Portland, Oregon
Contact: 847-864-0123, ext. 143

October 20-26
AMTA's National Massage Therapy Awareness Week™
Contact: 847-864-0123, ext. 149

Education Events

Explore New Heights At AMTA's Portland Convention

There is still plenty of time to register for the AMTA 2002 National Convention in Portland, Oregon, to be held October 2-6. But don't wait too long; the early-bird registration rate will only be offered until August 16.

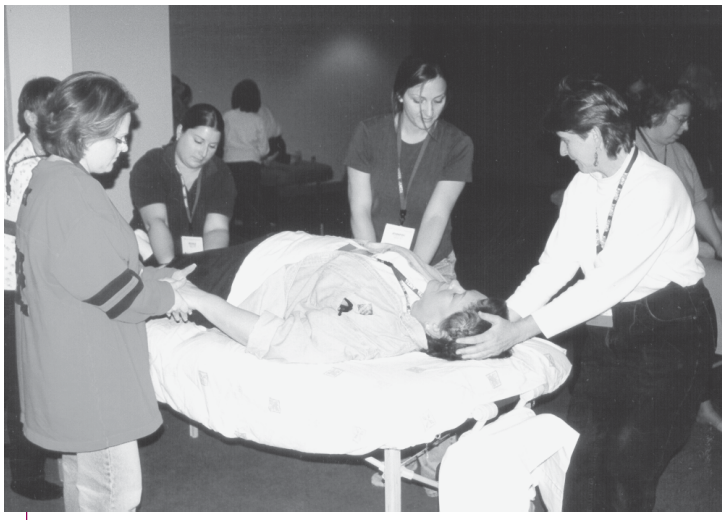
At this year's convention, AMTA offers you 20 diverse and innovative continuing education courses instructed by leading experts in massage education, including Erik Dalton (OK), David Kent (FL), Whitney Lowe (OR), Carole Osborne-Sheets (CA) and Dan Millman, this year's keynote presenter. The sessions include such topics as massage and cancer, men's health issues, research literacy, wellness, ethics and business.

Convention attendees will have many opportunities to browse the Exhibits Marketplace, a trade show of more than 75 massage therapy-related vendors, where they'll discover new products and services to enhance their practices.

The convention will include national committee presentations, as well as the national business meeting, which informs members about AMTA's achievements from the previous year and reveals exciting future plans.

Other professional growth opportunities include the AMTA Foundation Grant Writing Workshop and the Commission on Massage Therapy Accreditation's On-site Evaluator Training Workshop. And don't forget the many social events to unwind and meet with friends!

The AMTA-Oregon Chapter, the convention host, will offer chair and full-body massages, information about the Portland area, and will sell such memorabilia as T-shirts, sweatshirts, pins, hats, water bottles and, just in case, umbrellas.



Attendees practice tai chi massage techniques at last year's Quebec convention.

If you can't attend the entire convention, you may want to consider registering for individual education sessions. Register by Fax at 847-864-1178, or by mail to the National Office at 820 Davis St., Suite 100, Evanston, IL 60201-4444. To receive a registration form, call 847-864-0123, ext. 143.

GET INVOLVED! Don't miss this opportunity to network with your peers and explore the new heights of your profession!

Upcoming Deadlines

September 3, 2002 — *Nov./Dec. 2002 Issue*

November 1, 2002 — *Jan./Feb. 2003 Issue*

Hands On welcomes contributions from all AMTA members. All submissions must include a legible signature and phone number, and may be edited for space and clarification. *Hands On* does not accept advertisements. Address all correspondence to:

EDITOR: *Hands On*, 820 Davis Street, Suite 100, Evanston, Illinois 60201-4444

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